

Equalities Tutor Time: Media Bias

Produced at Fullbrook School

With extra resources from:

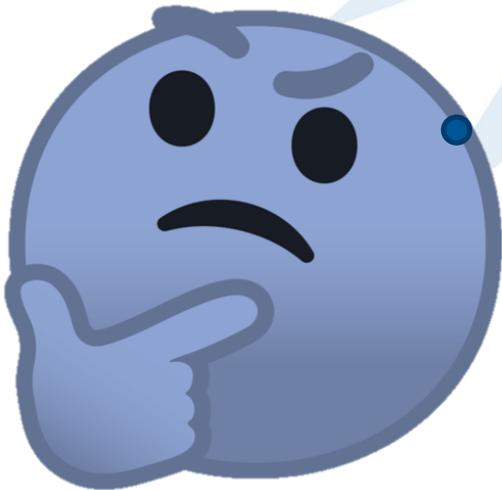
UK Coaching

American Press Institute

Big think



Is the news unbiased?
SHOULD the news
be unbiased?



Bias – when you have a one-sided and view of something that leads you to talk about it unfairly.

Did you know...

- In the UK, the BBC is paid for through taxes, so it is in theory not allowed to be biased in what it presents.
- However, private news firms do not have to be unbiased, just broadly true.
- Many news outlets print things that are false and then later issue a retraction.

How do these elements create bias?

WHAT is not reported

HOW something is reported (words and images chosen)

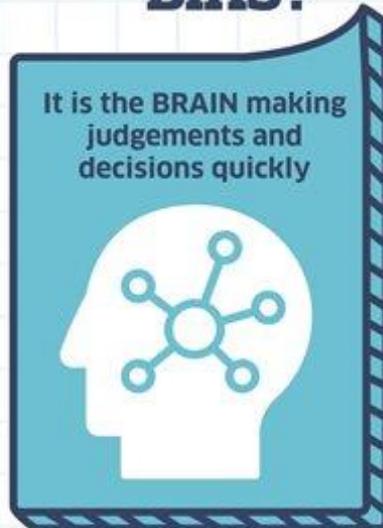
WHAT is reported

WHO is doing the reporting/paying the reporters

Challenge me: How likely is it that the most vulnerable and discriminated against groups of society would be in charge of any of the elements above?

UNDERSTANDING UNCONSCIOUS BIAS

WHAT IS UNCONSCIOUS BIAS?



Sometimes called
IMPLICIT BIAS



IT IS INFLUENCED BY

Stereotypes
Socialisation
Culture
Media
Friends
Family

ITS IMPACT

It **IMPACTS** on how we value, group, treat and engage with people every day

A FEW EXAMPLES OF UNCONSCIOUS BIAS



A FEW EXAMPLES OF UNCONSCIOUS BIAS

(because there are too many to list)

AFFINITY BIAS

Preference for people who are like me



CONFIRMATION BIAS



More likely to look for information that confirms our own ideas. Ignore information that doesn't.



GROUP THINK

Making decisions to keep group harmony and avoid conflict



STRATEGIES TO REDUCE EFFECT OF UNCONSCIOUS BIAS



Challenge stereotypes



Notice in others



Be aware of own



Look for alternative points of view



Spend time with people different to yourself



Challenge assumptions
Challenge traditions

What questions should I ask to check for bias?

I. **Type: What kind of content is this?**

Recognize first what kind of content you're looking at. Is it a news story? Or is it an opinion piece? Is it an ad or what some people call native advertising produced by a company? Is it a reaction to someone else's content? This can help you to understand **WHY** someone is sharing this

Why do you think its important to think about what type of thing it is you're reading? What difference does it make?



What questions should I ask to check for bias?

2. Source: Who and what are the sources cited and why should I believe them?

As you read, listen or watch a piece of content, note who is being cited. If it's text, print it out and circle the sources. Is it a police official? A politician? What party? If it's research, what organization produced it and what background if any is offered about them? Knowing who is telling you

Why is it important to check where someone got their information from? What difference does it make?



What questions should I ask to check for bias?

3. Evidence: What's the evidence and how was it vetted?

- Is the evidence a document? Was it something the source saw as an eyewitness? Is it hearsay, or second-hand? Or are they speculating about someone's motives or what they might have done?

Why do you think its important to check the evidence someone has for their arguments?
What difference does it make?



What questions should I ask to check for bias?

4. Interpretation: Is the main point of the piece proven by the evidence?

In other words, think about what conclusions are being drawn. Do they follow logically from what has been cited? Sometimes this is a matter of some conclusions making sense but others going too far. Are too many conclusions being drawn from evidence that doesn't support all of them?

Why is it important to check if someone's evidence actually backs up what they are saying?
What difference does it make?



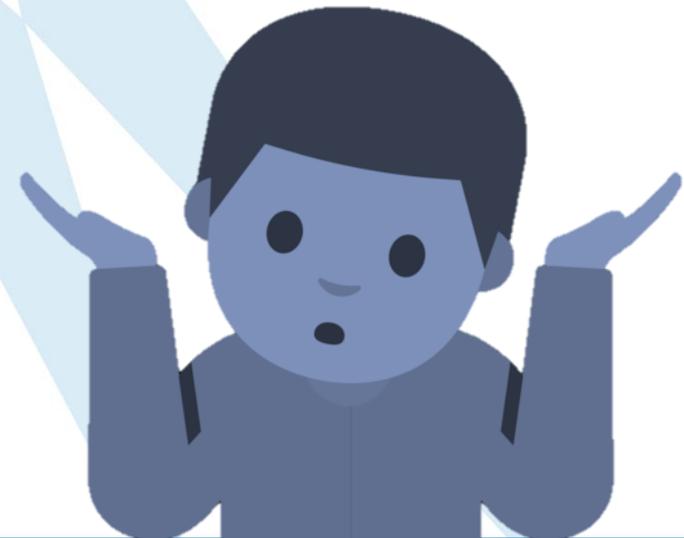
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5. Completeness: What's missing?

Everything you read should lead to more questions. An important step in being a critical consumer is to ask yourself what you don't understand about a subject. Look back at the piece. Did you miss something? Or was it not there?

If there was important information missing from the story, that is a problem. If something was explained so poorly that it wasn't clear, that's also a problem.

Why do you think its important to think about what a text hasn't told you? What difference does it make?



What questions should I ask to check for bias?

6. Knowledge: Am I learning every day what I need?

- Think about what media you consumed yesterday. What did you learn about? It can be hard to remember. But try. Jot down what you consumed for a couple days. It also might not have been done in a conventional way. Maybe it through social media or conversation. It's still news!
- Here are some questions you can ask yourself :
 - What are some things you hear people talking about that you wished you understood better? Where could you go to learn?
 - Could I explain this situation to someone?
 - Look at top stories on a website/newspaper front page? How many of them are you familiar with? Do you think you should understand them?

Why is it important to question what more there is to learn?



So...

- Do you think all news organisations want you to be more critical? Why or why not?
- How does being more savvy about your media consumption help you?
- How does it help others?